

Muhammad Aswan Syahputra

DATA & AI MANAGER

Kota Cimahi, Jawa Barat, Indonesia

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A data visualization designer by passion, an analytical automation aficionado by curiosity, and a food technologist by training

Summary

Experienced Data Analyst with a robust background in Sensory Science and Food Technology. Specializes in data analytics, visualization, R programming, analytical web applications, and AI automation. Proven track record in enhancing decision-making through insightful data analysis in food-tech, gov-tech, and edu-tech domains.

Professional Experience

DATA & AI MANAGER, **SEKOLAH.MU**

Jakarta, Indonesia • Jul 2025 – Present

- Lead the strategic direction of Sekolah.mu's data and AI initiatives.
- Ensure seamless integration of scalable pipeline architectures, advanced analytics, and cutting-edge AI/ML systems.
- Collaborate with cross-functional teams to inform and achieve business growth goals.

SENIOR DATA ANALYST, **SEKOLAH.MU**

Jakarta, Indonesia • Aug 2021 – Jun 2025

- Developed custom in-house analytical web application for internal and external use.
- Conducted various analyses for educational technology.
- Utilized R, Python, SQL, dbt, and Metabase for data analysis.
- Implemented automation tools like GitLab CI/CD and GitHub Actions for data and analytical automation.

SENIOR DATA ANALYST, **JABAR DIGITAL SERVICE**

Bandung, Indonesia • Nov 2019 – Aug 2021

- Gathered insights from sectoral data to support decision and policy-making.
- Optimized budget and resource allocation within government sectors.
- Improved the quality of digital products tailored for government and public use.

SENSOMETRICS SPECIALIST, **SENSOLUTION.ID**

Bandung, Indonesia • Nov 2018 – Nov 2019

- Developed software for sensory data collection and analysis.
- Delivered training on advanced sensory methods and analyses.
- Assisted clients in designing and performing sensory research.

INSTRUCTOR, **DQLAB**

Jakarta, Indonesia • Jul 2020 – Oct 2021

- Developed and evaluated data science project materials.
- Mentored members and evaluated project submissions.

INSTRUCTOR, **TELKOM UNIVERSITY**

Bandung, Indonesia • May 2019 – Aug 2019

- Designed and delivered training courses on R for data science, data visualization, and machine learning.

RESEARCH INTERN, **INDONESIAN COFFEE AND COCOA RESEARCH INSTITUTE (ICCRI)**

Jember, Indonesia • Dec 2013 – Feb 2014

- Evaluated sensory characteristics of various specialty coffee.
- Conducted sensory evaluation of chocolate-based products.

Education

MASTER'S DEGREE IN SENSORY SCIENCE, **WAGENINGEN UNIVERSITY & RESEARCH**

Wageningen, The Netherlands • 2016 – 2018

- Thesis: "Observation of Chewing Activity using Photoplethysmography (PPG) Method".
- Internship: "Development of SenseHub: An Integrated Web Application for Sensory Analyses".

BACHELOR'S DEGREE IN FOOD SCIENCE AND TECHNOLOGY, **UNIVERSITAS BRAWIJAYA**

Malang, Indonesia • 2011 – 2015

- Thesis: "Exploratory Study: The Influence of Iced-Coffee Drinking Methods on Consumers' Multisensory Perceptions Using Rate-all-that-Apply (RATA) Method:".

Skills

- Sensory Science and Sensometrics
- Statistical Analysis
- Data Visualization
- R Programming
- Python Programming
- Shiny (R and Python)
- SQL
- BigQuery
- dbt
- n8n
- CI/CD (GitLab CI/CD, GitHub Actions)
- Docker
- Gen-AI Prompt Engineering
- AI automation
- Shell scripting

Languages

- English (Professional Working Proficiency)
- Indonesian (Native)

Honors & Awards

- LPDP Scholarship
- PPA Scholarship
- Cum Laude Graduate

Publications

- SenseHub: An Integrated Web Application for Sensory Analyses
- Effects of Delivery Methods on Multisensory Perceptions: A Review
- Consumer Preference and Satisfaction Analysis on Croissant in Malang Area

Developed Software

- jabr: An R Interface for Accessing Open Data Jawa Barat
- sensehubr: Tidy Tools for Sensory Data Analysis
- bandungjuara: An R Interface for Accessing Open Data Kota Bandung
- jakartaraya: An R Interface for Accessing Open Data Kota Jakarta
- nusandata: Curated Datasets about Indonesia

- SenseQuest: A Web Application for Sensory Data Collection
- Aquastats: A Web Application for Groundwater Data Analyses
- Thermostats: A Web Application for Hot Water Data Analyses
- MCDM: A Shiny Application for Performing Multiple Criteria Decision Making (MCDM)
- etc.

External Activities

INITIATOR, KOMUNITAS R INDONESIA

Indonesia • 2016 – Present

- Founded a non-profit community for learning and sharing knowledge about R programming.
- Conducted presentations and training sessions.

COORDINATOR, ASSOCIATION OF INDONESIAN EDUCATION SCHOLARSHIP AWARDEE IN WAGENINGEN UNIVERSITY AND RESEARCH

The Netherlands • Sep 2016 – Sep 2017

- Managed communication and information sharing among scholarship awardees.
- Assisted students with academic and daily life challenges.

MEMBER AND DATA ANALYST, FOOD SENSORY RESEARCH GROUP, UNIVERSITAS BRAWIJAYA

Indonesia • 2015 – 2018

- Engaged in discussions on sensory science and research.
- Focused on practical applications of sensory science in food technology.

Research Projects

- Thermostats: An Open Source Shiny App for Your Open Data Repository
- Consumer Preference and Satisfaction Analysis on Croissant in Malang Area
- SenseHub: An Integrated Web Application for Sensory Analyses
- Observation of Chewing Activity using Photoplethysmography (PPG) Method
- Effects of Delivery Methods on Multisensory Perceptions: A Review
- Exploratory Study: The Influence of Instant Iced-Coffee Drinking Methods on Consumers' Multisensory Perceptions Utilizing Rate-all-that-Apply (RATA) Method

Delivered Presentations and Training

- Extending RStudio with Git and GitHub
- Data Rectangling in R: A Journey from JSON to CSV
- Fundamental Tidy Data Science in R
- Translating Consumer Voice for Market Insight: An Introduction to Sensory Science
- Bootcamp R for Data Science
- Data Carpentry with Tidyverse
- Mastering Data Visualization
- R Introduction for Data Science
- Let's Build Your First RStudio Snippets and Addins
- Introduction to R (+) for Data Science
- Workshop for Sensory Data Analyses
- R in Food Sensory Research
- SenseHub: An Integrated Web Application for Sensory Analyses
- Let's walk through Shiny-app Development Framework
- How to Deploy Shiny-app in Huggingface for Free
- Fundamental Communication Framework in R: RMarkdown and Shiny
- Statistics in Food Industry: a glimpse into Sensometrics
- Utilizing Memoization Technique in Function and API Calls
- Data Analytics with Python
- Empowering Healthcare Data Workflows with R